

National Heritage Areas Alliance Update

ANHA

National Heritage Areas Prepare to Conduct Economic Impact Study

This summer, National Heritage Areas (NHA) across the country will be conducting visitor surveys in an effort to better gauge the economic impact of their work. The surveys are a key component of a broader study that aims to capture the far-reaching effects that heritage-based tourism and development have on local economies. This is the third time that NHAs have come together to undertake such an important effort.



In 2005, five heritage areas participated in a study to assess the characteristics of visitors to their heritage sites, facilities,

and other attractions and to estimate the impact of these visitors on the economy. Tourists generate jobs and income for local communities through their spending on retail purchases, local travel, and other goods and services. To estimate the impact of tourism spending on local economies, the Alliance of National Heritage Areas (ANHA) used the Money Generation Model (MGM2). MGM2 was developed for the National Park Service by a team at the Department of Community, Agriculture, Recreation and Resource Studies at Michigan State University. Detailed information on MGM2, including the results of an earlier analysis of NHA sites in 2004, can be found at <http://web4.canr.msu.edu/MGM2/default.htm>.

Based on the survey findings, the five NHAs attracted more than 5.5 million tourists. An estimated 68.3 million visitors visited the then 27 congressionally designated National Heritage Areas that same year. In addition, based on the completed surveys, the study projected that visitors to the entire heritage areas network generated \$8.5 billion in direct and indirect sales - enough to support more than 152,324 jobs and nearly \$3.2 billion in wages and salaries. Clearly, the impact of this tourism activity is significant to the economic development of each region. For more information or to see the full report, visit www.nationalheritageareas.com

The data collected this summer will also be valuable to heritage areas as a tool to guide marketing and promotional decisions. Survey information can be used to recognize well-liked programs, successful partnerships and popular attractions. Moreover, it will help identify sites and facilities that are heavily used by local residents - the people who make heritage areas special places. Finally, the statistics gathered this summer will serve to highlight the relationship between each NHA and broader regional and statewide tourism initiatives.

A report highlighting the findings of the 2008 Economic Impact of Heritage Tourism Spending should be available in early 2009.



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Dierdre Laird

Legislative Update

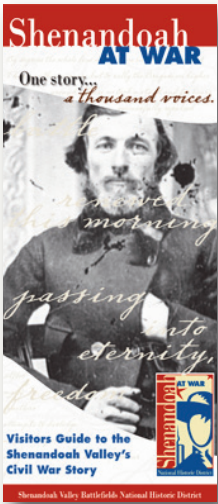
On June 5, the House Subcommittee on National Parks, Forests, and Public Lands Natural Resources held a hearing on **H.R. 3809 (Kanjorski, D-PA)**. The bill seeks to amend the Delaware and Lehigh National Heritage Corridor Act of 1988 regarding the local coordinating entity of the Delaware and Lehigh National Heritage Corridor, and for other purposes.

Introduced on May 21, **S.3045 (Murkowski, R-AK)**, a bill to establish the Kenai Mountains-Turnagain Arm National Forest Heritage Area in the State of Alaska, and for other purposes. The Senate Subcommittee on National Parks will hold a hearing on this and other bills on June 17, 2008.

News *from* the Heritage Areas

Shenandoah Valley Battlefields Foundation Releases Visitor Guide

A new guide, released by the Shenandoah Valley Battlefields Foundation, is designed to help



visitors explore the Virginia region's rich Civil War history. The booklet, a free 48-page, full-color publication, provides an introduction to the Shenandoah Valley Battlefields National Historic District and offers advice on how best to explore historic sites throughout the area. The guide presents information in two ways. The first section provides a chronological review of what happened in the Shenandoah Valley over

the course of the Civil War. It includes maps depicting movements of armies, timelines of the various military campaigns, and a list of the historic sites associated with those campaigns. The guide's second section focuses on the communities of the eight-country National Historic District. It highlights each place's distinct story and provides detailed information about the historic sites in the community—location, hours of operation, contact information, and a brief site description. Finally, the guide also offers general information about Civil War events and activities in the Shenandoah Valley and a list of resources to help travelers plan a visit to the region. For more information or to download the guide, go to www.ShenandoahAtWar.org.

Hudson River Valley National Heritage Area releases "Windows on History" publication

In late May, the Hudson River Valley National Heritage Area unveiled its latest guide "Windows on History: Exploring the Hudson River Valley National Heritage Area" during a press conference at New York City's Pennsylvania Station. In partnership with New York by Rail and I Love NY, this guide will be located in New York by Rail magazines on Amtrak trains and Amtrak Stations throughout Hudson River Valley. Through narratives, historic depictions, and photos taken from the perspective of passengers on the train, this guide will educate rail passengers traveling through the Hudson River



Valley about the resources they are actually seeing outside their windows. Additionally, this guide provides information about the surrounding communities and historic sites located nearby as well as an account of transportation history in the region. As passengers learn more about the nationally-significant resources of the Hudson River Valley, they will be encouraged to explore the region and take advantage of all it has to offer. In turn, regional tourism and local economic development will benefit from visits to these sites and communities.

Gullah/Geechee Cultural Heritage Corridor Commission Elects Officers

In May, during an organizational meeting of the Gullah/Geechee Cultural Heritage Corridor Commission, Emory S. Campbell of Hilton Head, South Carolina was elected Chairperson. During this same gathering, the Commission developed and adopted bylaws, elected a slate of officers, and established working committees. Mayor Eulis A. Willis of Navassa, North Carolina is Vice Chairperson; Jeanne Cyriaque of Atlanta, Georgia is Secretary; and Ralph Johnson of Fort Lauderdale, Florida is Treasurer. "I am highly honored to be elected Chairperson on this very historic occasion," said Campbell. "It's a great challenge to have the commissioners instill their confidence in me. They are very passionate about Gullah/Geechee culture, and I feel I have their support. I urge our constituents to keep the faith. The process is slow, but we are working diligently on their behalf." Campbell is president of Gullah Heritage Services of Hilton Head and executive director emeritus of Penn Center on St. Helena Island.

The 15-member federal commission, with ten alternates, was established in October 2007 in accordance with the Gullah/Geechee Cultural Heritage Corridor Act of 2006, authored by Congressman James E. Clyburn of South Carolina (D-06). "I applaud the commission for electing officers representing the four states that make up the Gullah/Geechee Cultural Heritage Corridor," said Clyburn. "They will each bring their unique expertise to the difficult work of overseeing this corridor's operation. With the commission and its officers in place, I look forward to seeing the corridor begin to take shape."

Arts Forum Explores Public Art and Art Trails along Erie Canalway

What if... The Erie Canalway became the Longest Outdoor Gallery in the nation?

That's one of the questions more than 70 artists, community leaders, and canal enthusiasts explored during a daylong Arts Forum held on April 17, 2008. Hosted by the Erie Canalway National Heritage Corridor, the forum investigated ways to use the arts to stimulate



Artists, community leaders, and canal enthusiasts gather at Arts Forum.

community connections, recognize the region's heritage, and invite people to further explore the 524-mile long canal system.

Nationally recognized planner and place-making expert Ronald Lee Fleming of the Townscape Institute kicked off the forum with a discussion of how heritage-based art can be used to enhance not only the beauty of our communities, but to showcase what makes them unique. Already, a number of arts initiatives are taking place along the Erie Canalway, including Art Walks on Water based in Brockport, Mural Mania in Lyons, Canaltown Studios and Art Trails based in Jordan, and Art and Pottery Trails in Ithaca and New York's Capital District. The forum gave many of the artists and promoters of these projects the opportunity to meet for the first time and discuss ways to collaborate in the future. "Integrating the arts, recreation, and heritage tourism makes communities more attractive to residents and visitors," said artist Lori Skoog. "Ron Fleming exposed us to a vast variety of ideas that create 'places.' The forum proved that there is enthusiasm for taking the next step in planning and organizing canal wide art trails and public art."

Essex National Heritage Commission Announces Partnership Grant Recipients

The Essex National Heritage Commission (ENHC) has announced the recipients of the 11th annual Essex Heritage Partnership Grant Program. ENHC awarded 33 matching grants totaling \$96,000 to organizations in 18 communities, providing financial support to projects that encourage interpretation and preservation of the unique historic, cultural and natural resources within the Essex National Heritage Area. Grants were available to non-profit organizations, cities and towns, government agencies and educational institutions in Essex County and they were awarded in four categories: Heritage Education; Heritage Interpretation and Programming; Heritage Preservation and Stewardship; and Archives and Historical Records. The award announcements

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News *from* the Heritage Areas

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took place during ENHC's semi annual meeting on June 10 at the Lynn Museum and Visitor's Center. For more visit the Essex Heritage website at www.essexheritage.org or contact the Essex National Heritage Commission at 978-740-0444.

John H. Chafee Blackstone River Valley National Heritage Corridor (BRVNHC) Receives Youth Partnership Program Funding

The BRVNHC and Roger Williams National Memorial (ROWI) recently received \$23,900 in funding from the National Park Service Youth Partnership Program. Working with the non-profit environmental organization, Groundwork Providence, the BRVNHC and Roger Williams will provide opportunities for Providence youth to engage in park stewardship activities and to learn more about National Park Service careers. The program will run for four days and include activities such as canoeing, water quality testing, river cleanup and trail building. In addition, at ROWI, participants will hear about Roger Williams and religious freedom in America as well as assist staff in completing a site inventory of the park as part of an ongoing Cultural Landscape Report. The program will conclude with the presentation of a rap performance at Roger Williams, part of the student's own expression of "freedom of speech." The National Heritage Corridor was one of 12 parks in the northeast region to receive funding for programs that engage young people. Contact Diane Keith or Hal Welch at 401-762-0520 for more information.

River of Steel Launches New Audio Tours

In partnership with many of southwestern Pennsylvania's premier tourism sites, Rivers of Steel National Heritage Area recently launched a new audio tour program. Called Tour Anytime, the self-guided service is available 24 hours a day, seven days a week. It offers visitors cell phone tours of the historic and cultural heritage of the region. Access is through one central number that, when fully populated, can contain up to 100 different self-guided tours. The most important distinction between the TourAnytime network and other audio tours is that tourists need only one phone number to listen some 100 potential tours. Currently there is no charge for the content. Examples of tours include the Battle of Homestead Walking Tour and the Westmoreland Museum of American Art. For more information or to download a tour, visit <http://www.touranytime.org/>.

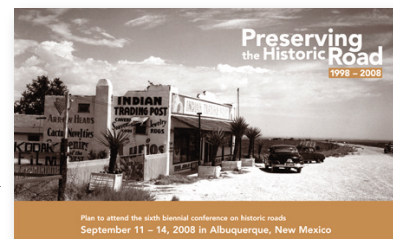
TOUR anytime
stop. play. go.

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Conferences, Workshops *and* Events

Preserving the Historic Road conference in Albuquerque, New Mexico, September 11-14, 2008

The Preserving the Historic Road conference will be focused on the identification, preservation and management of historic roads in the United States and interested nations across the globe. The conference brings together professional practitioners and advocates interested in highway heritage, engineering, safety and cultural landscapes associated with historic roads. A conference program is now available online at http://www.historicroads.org/sub7_1.htm.



Rethinking Protected Areas in a Changing World, 2009 George Wright Society Biennial Conference on Parks, Protected Areas, and Cultural Sites

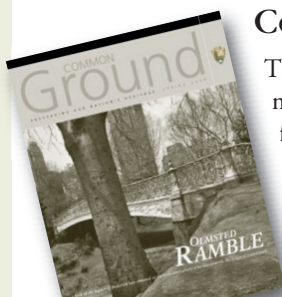


From March 2-6, 2009 in Portland, Oregon, the George Wright Society will hold its Biennial Conference. The call for paper proposals is now open, with a deadline of October 3, 2008. For more information on the conference themes and submission guidelines, visit http://www.georgewright.org/gws2009_cfp.html.

Publications *and* Resources

American Association for State and Local History (AASLH) Workshops

The AASLH offers a range of training throughout the year. These gatherings, whether online or onsite, cover a wide variety of subjects. Upcoming workshops include: The Basics of Archives, Digitizing Historic Collections and Board Development 101. For more information, visit <https://www.aaslhnet.org/workshop.htm>



Common Ground Spring Issue Now Available

The latest issue of the National Park Service's award-winning quarterly magazine, Common Ground, is now available. The magazine contains features on the legacy of Frederick Law Olmstead on the occasion of the 150th anniversary of his masterwork, New York's Central Park, and a story on bringing water to the west written by Joe Flanagan and photographed by Historic American Engineering Record photographer Jet Lowe.

For more information on heritage areas, please visit our websites.

The Alliance Update is a partnership project of the Alliance of National Heritage Areas and the National Park Service National Heritage Areas Program.

Send your heritage area events and news to the editor by the 18th of the month for inclusion in the following month's bulletin.

Please forward this bulletin to others who may be interested, and encourage them to join our e-bulletin address list.

- Reach the editor at Eleanor_Mahoney@contractor.nps.gov
- To subscribe or unsubscribe, send an email to the editor.

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Assistance/ Awards



2008 Land Trust Alliance Awards Program

The Land Trust Alliance Awards Program honors the innovative work of our member land trusts and land conservationists across the nation. Nominations are now being accepted for the Kingsbury Browne Conservation Leadership Award, the National Land Trust Excellence Award, and the National Conservation Volunteer of the Year. These peer-nominated awards offer an opportunity to both highlight innovative land conservation successes and to thank the land trust community for its hard work over the past year. For more information, visit <http://www.lta.org/awards/>.

22nd Annual Waterfront Center Awards

The Waterfront Center Annual Awards Program is a juried competition to recognize top-quality urban waterfront projects across the country. Areas of consideration include comprehensive waterfront plans, outstanding citizen efforts and student Waterfront Work. The deadline for submittals is June 30th, 2008. To learn about the program, visit <http://www.waterfrontcenter.org/>.



U.S. National Endowment for the Humanities Offers Grants for Humanities Projects

The Division of Public Programs, at the U.S. National Endowment for the Humanities, funds humanities projects intended for broad public audiences at museums, libraries, historic sites and other historical and cultural organizations. Grants support interpretive exhibitions, reading or film discussion series, historic site interpretation, lecture series and symposia, and digital projects. NEH especially encourages projects that offer multiple formats and make creative use of new technology to deliver humanities content. There are two annual deadlines for planning and implementation grant submissions: August 27, 2008 and January 21, 2009. Review new application guidelines on the NEH Web site www.neh.gov.

Mormon Pioneer National Heritage Area

Spanning some 250 miles across southern and central Utah, the area comprising the Mormon Pioneer National Heritage Area (MPNHA) features breathtaking natural resources, inspiring historic stories, and intriguing cultural traditions shaped by early pioneers from The Church of Jesus Christ of Latter-day Saints (LDS), or Mormons. Designated in 2006, the MPNHA is a true cultural landscape, with its architecture, roadways, homes and open space all having been shaped by the experience of Mormon settlers as well as by many generations of Native Americans, including members of the Paiute, Ute, and San Pitch tribes, who have also called the region home.



Restoration of the Casino Star Theatre is one early action project of the Heritage Area.

The Utah Heritage Highway 89 Alliance is the local coordinating entity of the MPNHA. Established in June 2000, the Alliance is committed to serving as a bottom up organization, providing services and assistance to its chapters and chapter members. The Alliance also serves as a mechanism and a forum for integrating the values, ideals, work ethics, and true grit of the Mormon pioneers into the life and action of the region.

As a recently designated National Heritage Area, the MPNHA is currently completing a Management Plan – a congressionally mandated document that lays out goals and benchmarks and engages local and regional partners in the planning process. As part of the MPNHA's strategy for community involvement, the heritage area chose to pursue a range of early action projects. These include:

- Restoration of three of Utah's remaining Carnegie libraries in Mount Pleasant, Ephraim, and Manti, all in Sanpete County. The libraries were constructed early in the 20th Century as part of a nationwide and even worldwide effort by philanthropist Andrew Carnegie to establish public libraries.
- Conservation of The Casino Star Theatre, located in Gunnison, Utah. This architecturally significant building demonstrates the role the arts have played, and continue to play, in the region. The nonprofit corporation that is restoring the theater hosts film festivals and live performances along with showing first-run movies.



The Ephraim Carnegie Library, a valuable historic asset located in the MPNHA.

- Development of the Central Utah and Escalante Interpretive Centers. These two sites, critical to sharing the story of the Mormon pioneers with visitors and residents alike, will serve as anchors at either end of the Heritage Area. The MPNHA is working with another non-profit organization in an effort to complete construction.



The MPNHA is home to some of the most striking scenery in the United States.

For more than seven years, the people of central and southern Utah have been working together to make the Mormon Pioneer National Heritage Area a reality. With the Area's designation in 2006, the community took a step forward as Congress gave special recognition to the story of the region's pioneer settlers as well as to the living cultural traditions of its contemporary residents. For more information on the Heritage Area, visit <http://www.utahheritage.com>

MORMON PIONEER
NATIONAL
HERITAGE AREA

